

# Yunfei (Jesse) Yao

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## CURRENT POSITION

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**The Chinese University of Hong Kong**, Assistant Professor of Business Administration, July 2023 - present

## EDUCATION

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**University of California, Berkeley**, Ph.D. Business Administration, 2023

**Stanford University**, Exchange student in Economics, 2019

**University of Michigan**, B.S. Mathematics, B.S. Statistics, 2017

**Peking University**, Major in Mathematics, 2012 - 2015

## PUBLICATIONS (P: Ph.D. or pre-doc student, A: assistant professor)

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- **Reputation for Privacy**     *Marketing Science*, forthcoming  
Yunfei (Jesse) Yao
- **Search Fatigue, Choice Deferral, and Closure**     *Marketing Science*, forthcoming  
Z. Eddie Ning<sup>A</sup>, J. Miguel Villas-Boas, and Yunfei (Jesse) Yao
- **Dynamic Persuasion and Strategic Search**     *Management Science*, 2024, 70(10), 6778-6803.  
Yunfei (Jesse) Yao
- **A Dynamic Model of Optimal Retargeting**     *Marketing Science*, 2021, 40(3), 428-458.  
J. Miguel Villas-Boas, and Yunfei (Jesse) Yao

## WORKING PAPERS (P: Ph.D. or pre-doc student, A: assistant professor)

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- **Precision-Recall Tradeoff in Competitive Targeting**     Major revision at *Marketing Science*  
(with Ganesh Iyer and Zemin (Zachary) Zhong<sup>A</sup>)
- **Privacy and Polarization: An Inference-Based Framework**     Major revision at *Management Science*  
(with Tommaso Bondi<sup>A</sup> and Omid Rafieian<sup>A</sup>)
- **Consumer Gradual Learning and Firm Non-stationary Pricing**  
(with Wee Chaimanowong<sup>P</sup>)
- **Strategic Disinformation Generation and Detection**     Major revision at *Management Science*  
(with Wenxiao Yang<sup>P</sup> and Pengxiang Zhou<sup>P</sup>)
- **Invitation to Search or Purchase? Optimal Multi-attribute Advertising**     Major revision at *Management Science*

## TEACHING

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- Instructor, Digital Marketing (MS), 2023 - present  
*Teaching Evaluation*: 2023: 5.9/6, 5.8/6 (*adjusted mean/total*)  
2024: 5.9/6, 5.9/6, 5.9/6
- Graduate Student Instructor, Game Theory (MBA), 2023
- Graduate Student Instructor, Marketing Strategy (MBA), 2022
- Graduate Student Instructor, Microeconomic Theory I, II (PhD), 2020

- Graduate Student Instructor, Marketing (UG), 2019

## INDUSTRY EXPERIENCE

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SAP America, Development Intern (advertising attribution group), May 2018 – Dec. 2018

## HONORS AND AWARDS

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- Journal of Industrial Economics Fellow, 2022
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2020

## TALKS (including scheduled)

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19th Annual Bass FORMS Conference (discussant)	2025
Hong Kong Quant Marketing Brown Bag Series	
Berkeley Economics Theory Lunch	
NYU Shanghai Research Workshop	
University of Science and Technology of China	
SICS – 22nd Summer Institute in Competitive Strategy	2024
46th INFORMS Marketing Science Conference	
Hong Kong Quant Marketing Mini Conference	
Hong Kong Quant Marketing Brown Bag Series	
18th Annual Bass FORMS Conference	
CUHK and CUHK-SZ Joint Marketing Workshop	
ISMS Marketing Science Conference	2023
Bay Area Marketing Symposium	
Berkeley Economics Theory Lunch	
17th Annual Bass FORMS Conference (discussant)	
Berkeley/Columbia/Duke/MIT/Northwestern IO Theory Conference (one of four <i>JIE fellows</i> )	2022
Peking University	
Nova School of Business and Economics	
University of Melbourne	
University of Texas at Dallas	
University of Rochester	
Hong Kong University of Science and Technology	
The Chinese University of Hong Kong	
University of Illinois Urbana-Champaign	
University of California, Berkeley	
Berkeley Economics Theory Lunch *2	

## SERVICE

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To the field:

Reviewer:

*Management Science,*

*Marketing Science,*

*Journal of Marketing Research,*

*Production and Operations Management*

To the university:

Sessions with Visiting Committee, 2025

JUPAS IBBA (undergraduate) program interviewing panelist, 2024

Academic Advisor for IBBA Students, 2023 – present

To the department:

Seminar coordinator, 2024

Doctoral program interviews, 2023

Faculty recruiting interviews, 2023

**ADVISING**

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- Wee Chaimanowong, Ph.D. co-author
- Wenxiao Yang, Ph.D. co-author
- Pengxiang Zhou, pre-doc co-author and letter writer
- Teng Yu, Independent Research supervisor